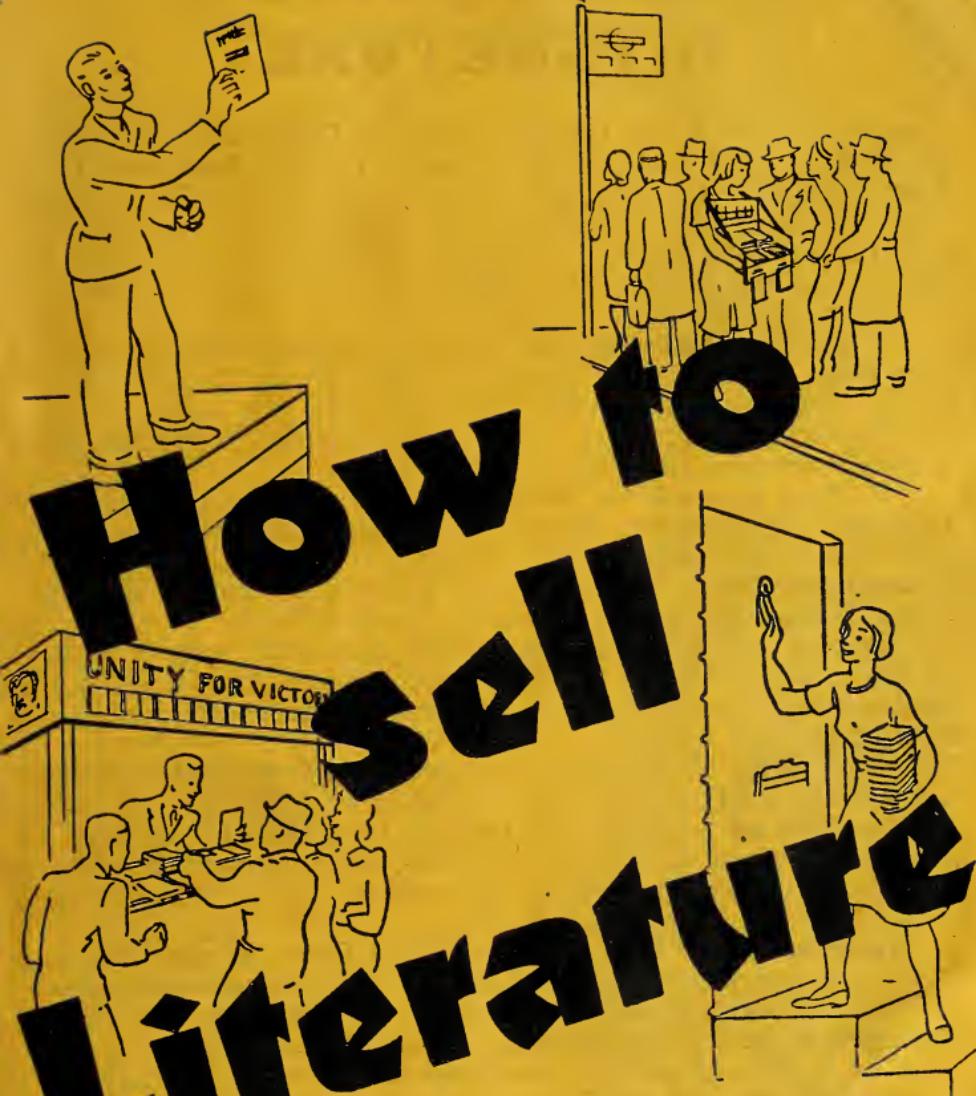


How to sell Literature



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HOW TO SELL LITERATURE

The Report of the Central Literature Commission for 1941 showed that the sales of all types of political literature, the Marxist-Leninist Classics, the publications of the Communist Party and friendly organisations, had increased at a record rate, and there was a strong and ever-increasing demand from all sections of the people for literature about the Soviet Union, Socialism and Marxism.

In these last six months the political education of the workers has leapt ahead; prejudices about the Soviet Union, Communism and our Party have been torn from the minds of the workers by the march of events—people have developed an almost insatiable thirst for our literature.

In order to meet this demand, new and improved methods of distribution must be adopted, enriched by the initiative and practical experiences of our comrades. We must use every idea for developing our methods of distribution and for getting political education to the workers.

Several new bookshops have been opened in various parts of the country. Newsagents and booksellers are taking our books and publications and our own comrades are doubling their sales.

Harry Pollitt, in his speech to the recent National Literature Conference, said: "We in Great Britain ought to be proud of the fact that we have the best-produced literature in the world. Let us make use of it. Our literature, our propaganda is the most important, most effective propaganda for the Anti-Fascist struggle this country can produce."

He stressed the important part every Party member has to play in this period in respect of selling literature—**never to miss an opportunity for sale; to develop the sales of our basic literature; to double our energies to double our sales.**

The selling of political literature is a part of the general propaganda work of the Communist Party. Its purpose, as with all propaganda, is to win the people for our policy on current questions and for our ultimate aim—Communism.

Our publications can and must reach far wider numbers of people than will ever come to meetings. The number of "propagandists" who can speak at public meetings or act as tutors for educational classes is limited, but there is no limit to the number who can sell our pamphlets and books.

To get the best political results literature sales must be closely linked up with every other aspect of the Party's propaganda activities and political campaigns.

That is why the literature organiser, in the District, Branch or Group, should be one of a team headed by the Propaganda Secretary and including the Meetings Organiser and the Education Secretary. Together this team should plan out all propaganda work, in such a way that public meetings lead to literature sales and educational classes; literature sales lead to public meetings and educational classes; educational classes lead to better literature sales and public meetings; and all are linked with the current political campaigns and recruiting to our Party.

Literature selling, like all other political activities, has to be organised if it is to achieve lasting results. This pamphlet aims at showing how it should be organised, and the various methods that should be used. It is based on experiences in the work of Bookshops and of District, Branch and Group literature organisers.

1. LITERATURE DISTRIBUTION MACHINERY

The Central Literature Commission, which meets monthly, maintains regular contact with the districts. It does this by correspondence and personal contact, and by the issue of literature bulletins and circulars, sales reports and analyses, directives for literature campaigns, advance copies of pamphlets, notices of new publications, etc. Close co-operation is maintained with the national distribution machinery of Central Books.

The aim is to establish in each district a Bookshop as the central distribution agency for literature. Each district should have a full-time District Literature Organiser, responsible for literature activity in the district. He is responsible for the working of the bookshops, the sales of literature by the Party branches and he reports to the District Secretariat and the Central Literature Commission.

He must make regular visits to branches and maintain close contact with the literature secretaries, to find out causes of weak sales by branches and secure correction of defects. He should ensure that he receives a summary report from

each Branch Literature Secretary every month.

The District Literature Organiser should make a short monthly report on the literature position to the District Secretariat and a copy of this report should be sent to the Central Literature Commission. This report should contain :

(a) a summary of total literature sales in the district during the month, giving total figures for main periodicals and pamphlets;

(b) sales turnover of bookshops, divided into wholesale and retail;

(c) indications of what literature campaign was carried out, what branches visited, etc, and results;

(d) comparative figures of branch sales of main pamphlets, and comments or criticism.

Every district should have a monthly Literature Bulletin, giving the branches the main features of the above report, showing how the sales of one branch stand with another. Showing how the district stands as a whole, it should include examples of good work, special notices of material sent out by the Central Literature Commission, notices of new books and pamphlets, directions about next month's work,

quotas, information about meetings, sales methods, conferences, competitions, etc.

The District Literature Organiser should use initiative on the question of organisation of sales drive, special campaigns for mass pamphlets, press publicity and advertising, special sales methods.

All Literature Secretaries and active literature sellers attend the District Literature Conference, and a small Literature Commission should be set up.

We have summarised the functions of the National and District machinery for the distribution of literature because we desire to give the fullest space to the organisation of literature sales direct.

2. THE LITERATURE SECRETARY

Every branch and every group in the branch should have an efficient Literature Secretary. The planning of sales and distribution of literature is the responsibility of the Branch Committee.

The Literature Secretary is the key comrade in his branch or locality for organising the work of distribution. The Literature Secretary is primarily an organiser. He must survey the forces he has in his branch in order to see how they can best be used to deal with the local problems; he must see that factories, meetings and T.U. branches are covered, and that proper educational and reading work is undertaken. He must have a knowledge of available publications and must know which of these publications is suitable for particular individuals, groups, or types of work.

For example, if he is organising literature for a meeting, he must know what publications bear on the subject of the meeting, what sort of audience is coming, and what are the price limits. It is equally important that he himself and his sellers should know the right or wrong time to sell, and should know what is a

type of approach likely to interest or irritate a potential buyer.

He should always be at the branch meetings before the other members arrive, for the purpose of setting out the publications in the most attractive manner. A good plan is to make a "stall." This is done by covering a table with some coloured material, and getting a member of the branch or a friend, who is a poster artist, to design a canvas backing for the stall. It is of the first importance that there should be a literature stall at every single branch meeting, educational class, and, if possible, Trades' Council or Trade Union meeting.

The Literature Secretary has certainly a task that requires a keen organising ability; he must be capable of keeping records of sales, and analysing them for the information of the other leading members of the organisation in which he is acting.

The Literature Secretary should work in close contact with the Propaganda Department and the experience of the Literature Secretary should be always available to the Branch Committee. Whatever the Committee may have to discuss, whether factory work, recruiting, education, outdoor or indoor propaganda, or special campaigns, the experience and knowledge of the Literature Secretary should be on hand to supply any information about what publications are suitable for clarifying the subject under review.

After any campaign is completed, there is no better barometer of the measure of success than the number of copies sold of literature on that question; since this shows clearly the number of people interested to the point of wanting to know more about it and of taking away something to study and pass round to friends and mates.

3. REPORTS

On the Branch Committee not only should this information be supplied, but the Literature Secretary should make a summary report of literature

sales and the financial position, showing the turnover for the month as against previous months, and a statement of bills paid and those yet to be paid. The report of debts owed to the Literature Secretary should also be made monthly to the Committee to ensure that no group's or member's credit account is allowed to remain unsettled for too long a period, and therefore be liable to cause difficulties—such as the inability of the Literature Secretary to show a profit to the Committee, or, worse, inability to pay the supplies account owing to assets being frozen up in small unpaid accounts.

If the Literature Secretary is not a member of the Branch Committee, then he should be present when his report is discussed. Regular reports each month will certainly put the literature transactions on a more business-like basis, and ensure that defects are not allowed to continue for any length of time and ultimately become "unexplainable." A simple form of report sheet has been drafted to allow for the entry of all important entries that may be required. (See suggested Form at end of Pamphlet.).

The Branch Literature Secretary should maintain close contact with the District Literature Organiser, taking up all directives on literature matters sent out by the latter and reporting on results. A copy of the report made to the Branch Committee should be passed on to the District Literature Organiser.

4. ORGANISED SALES

The Literature Secretary is not there merely to see that Party members buy literature, but to organise sales outside the Party. This cannot be left to chance, but must be planned in advance, and planned so that it is carried out regularly. Once sales have been started in a given factory, street or other area, they should be continued regularly.

The most important campaign is that with current mass literature. A plan for such a campaign must be put to the Branch Committee and

adopted by them as part of the whole plan of the Party's work.

A standing order for periodicals and a regular minimum order for each new pamphlet should be given to the district bookshop and the figures revised on the basis of experience.

The Literature Secretary should be on the lookout for opportunities for sales of literature. He should get to know in advance what meetings, classes, etc., are being held, so as to arrange for literature sales at them.

5. DISTRIBUTION TO PARTY MEMBERS AND SELLERS

Regular arrangements should be made to ensure that every Party member gets supplies of current literature.

The first essential is to collect the Branch supplies of literature as early as possible, the best times being Friday and Saturday. This will ensure that the weekly periodicals such as "World News and Views" and "Challenge" can be distributed to readers during the weekend.

The chief difficulty is getting these supplies to the Literature Secretaries in the factory and area groups and to those individual members who sell quantities. It is not the Literature Secretary's job to run around taking supplies to every such comrade, although there are occasions when special arrangements will have to be made.

Make a definite arrangement that the literature must be collected from you by the comrades who are responsible for getting it into the factories and the area groups. You could arrange to be either at the Party rooms or else at your own home on two definite nights a week. But you must stick rigidly to the nights stated. Make sure that every member in the Branch knows which are the literature nights, and whether literature can be procured at your home or at the rooms. If you use the rooms, keep the literature in

a locked cupboard, and make it a rule that you or your assistants are the only comrades with keys.

If you keep to this arrangement you will find that the comrades will appreciate its regularity and will soon fit in their own arrangements accordingly.

Area group and factory group Literature Secretaries and the individual distributors should take copies of all periodicals and pamphlets; it is their job to see that they are sold to the readers. Many area groups have a number of contacts who take "World News and Views" and "Labour Monthly," and you should keep a constant check-up to see that the copies are going regularly to the readers. Similarly with the factory groups.

See that all factory groups and area groups have a comrade whose job it is to collect and distribute the literature supplies. For small groups it may be necessary for the group leader to do this job. But, in any case, always be on the lookout for a lively, keen comrade who understands the necessity for wide sales of our publications and might develop into a keen literature seller—and always have personal discussions with literature agents about the development of sales, etc.

These proposals are quite simple, and easily operated. If you care to make a chart showing how it all works, you will see that you can make a kind of pyramid; the bookshop is at the summit, from which the literature goes to the Branch Literature Secretaries; from them to the comrades responsible in the area and factory groups; and lastly to the readers.

There is only one variation of the above arrangement; with the difficult hours now being worked in factories and the possible difficulty of some comrades calling on you on regular evenings, some factory groups may wish to get their literature direct from the bookshop. In these cases they must undertake to get their own supplies regularly

during the week-end and arrange their own sales.

Every Party member should also be a seller of literature. Even if he is not able to take part in team selling, factory sales, etc., he should be encouraged to take several copies of the chief current pamphlets, which he should carry with him and use for chance sales. This applies especially to the pamphlets published by the Party itself.

Every member should buy at least three copies of a Party pamphlet for use in personal propaganda.



There should be a literature table or literature stall at all meetings.

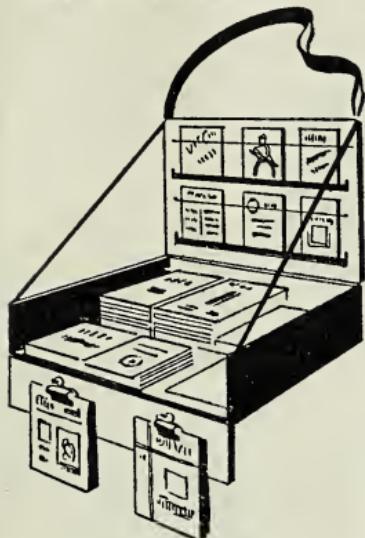
Literature on it should be attractively displayed. By using cardboard boxes, or stands, the chief items can be brought into prominence, and attention drawn to publications of current interest.

Literature should be kept up-to-date and the latest publications should be available. Refer to the list of new publications each week in "World News and Views," and see that copies of all publications are obtained, not just some of them.

It is important to arrange at meetings that the Chairman should call

attention to the literature table and particularly emphasise the most important current pamphlets. There should be a prominent display of these pamphlets at the stall. Speakers should be asked to refer to the current pamphlets in their speech.

For street selling, a tray which can be suspended on a strap from the shoulders is most useful.



If there are any carpenters in the Branch, get them to make a wooden suitcase which, when opened, can be used as a tray and portable literature display.

7. MASS PAMPHLETS

The mass pamphlet, a vital part of the Party's political campaign, is one which is intended to mobilise opinion on a current political question and should, therefore, reach far beyond the ranks of the Party itself. At the present time a mass pamphlet should have a national sale of at least 150,000 copies.

A mass pamphlet normally has a short life. The bulk of the sale is concentrated in 2-3 weeks, so there must be a short but intense campaign for it. This must be decided on by the Branch leadership on the basis of a plan put forward by the Literature Secretary. All local forces

must be mobilised to take part in the campaign.

A quota should always be fixed for mass pamphlets. This quota may be allotted by the District, but in all cases the Branch Committee should decide whether to accept the quota allotted or to fix, in discussion with the District, a higher or lower aim which it is the responsibility of the whole Branch to achieve.

The number of any pamphlet sold by the Branch, divided by the number of members in the Branch, gives the average number of sales per member. This is an important index for comparison with other branches and districts.

In order to plan more effectively the production and distribution of pamphlets, it has been decided to ask each Branch to place firm **minimum orders** for first supplies of Party pamphlets. To assist Literature Secretaries in this matter, pamphlets have been classified under three headings:—

Classification.	Type of Pamphlet.	Price.
"A"	General political pamphlets for mass sales (such as "The World in Arms" or "Why You Should be a Communist")	2d. or 3d.
"B"	Mass sale pamphlets of a specialised character (such as "Wages and Income Tax" or a "Women's Pamphlet")	2d. or 3d.
"C"	Other pamphlets (such as "Dimitrov's Reichstag Speech"; "Syllabus," etc.)	3d. to 6d.

District Literature Organisers should be informed of quantities required.

8. SELLING METHODS

There are hundreds of tips about selling literature. We do not propose to list them all—in this job you have full scope for your own initiative. But here are a few pointers:—

(a) **Factory Sales.** The factory comrades should ensure that every department is covered with regular sales of "World News and Views" and "Labour Monthly." These should be followed up with the mass pamphlets and Marxist Classics, in addition to other books.

In a factory in Birmingham recently

the factory group Literature Secretary took in just one copy of the "History of the Communist Party of the Soviet Union" and passed it round to get orders. Nearly 250 copies were sold in a week or two. This is one of the best methods of selling in the works.

(b) **House-to-House Canvassing.** Select a block of flats or group of streets and canvass them regularly. Take, for instance, a 1s. book ("Russia's Story in Pictures"), a 6d. pamphlet ("Through Soviet Russia," "How Moscow Was Won"), and a popular 2d. or 1d. pamphlet. Start your sales talk on the 1s. book and work downwards. "Would you like a pamphlet on John Brown's Body?" or something like that, is not the only approach. Be bright and cheery—don't look like the man selling bootlaces!

If you canvass the same houses regularly you are bound to make a number of valuable friends and new Party members. You will get an excellent reception from the workers, even when you interrupt them in the middle of cooking the Sunday dinner!

(c) **Street Sales, Queues, etc.** Street corner sales of such publications as the "Daily Worker" campaign papers are very important. Arrange for a group of comrades (a group means any number from two upwards) to cover all main streets, cinema queues, football grounds, etc. There is a great psychological value, both for sellers and the buyers, in having a number of sellers at intervals along the main streets. Use posters, of course, and, when selling pamphlets, try using small wooden trays slung around the neck, or a large wooden or cardboard stand made for the purpose with a strut so that it can be placed on the edge of the pavement. You can have a selection of the latest pamphlets on it to attract passers-by.

(d) **Public Houses.** Try the pubs. Two comrades in Birmingham sold £2 worth of literature in half an hour in one pub.

First ask the manager if you may

sell—they seldom object—and you will find that the workers will overwhelm you with demands for literature. If you feel a bit shy, just walk in and order a pint (if you drink!) and put the literature on the table. It will almost sell itself. In some places the manager will allow you to have a table to display books and pamphlets. Make full use of the offer in that case.

However, remember that pub selling, whilst quick, is by no means the most valuable politically. Our purpose in selling literature is to see that wide masses of workers read and understand it—we are not solely concerned with achieving large sales.

(e) **Posters and Publicity.** Use good posters with good slogans. Reproduce double-crown size covers of such books as "Russia Fights." Use effective slogans such as "History of the Communist Party of the Soviet Union—the only book that sold millions of copies in most countries throughout the world in 1939 and 1940. Edited by Stalin and others." Or "The Socialist Sixth of the World, by the Dean of Canterbury—over 500,000 copies sold." Use the dust covers from books or the covers of pamphlets to design posters.

(f) **Window Displays.** When Branch premises are taken, look out for the opportunity of obtaining premises with a window looking on to the street where literature can be displayed. Then the premises can be used as a shop, even if sales are only possible at certain hours.

Look out also for the possibility of getting friendly newsagents to display and sell our literature.

(g) **Market Stalls.** Try to get a good stall for week-ends in a market place, with, if possible, a comrade who is able to shout the odds. Make the stall look attractive, with flags, posters, and a good layout; a large picture of Stalin will attract much attention. Get stands made for displaying literature and posters—but do not take the stall for one week and then forget about

it for two or three weeks. Have it regularly and people will get used to coming.

(h) **Newsagents.** The Branch Literature Secretaries should seriously consider this question of sales in their local newsagents' shops.

Either they or a comrade who is familiar with the newsagents, such as the D.W. Agent, can get the newsagent to handle literature on a 25 per cent. basis.

Start with a periodical such as "Russia Today," "Labour Monthly," "Moscow News," and don't forget to supply contents bills for outside display. In some cases newsagents will handle the full range of literature immediately.

On his visits to the newsagent, the comrade should go through the stock on sale and, if he finds one particular pamphlet is lagging, should take some of these and exchange for another line. Those he takes can be put into another shop that has a sale for them; and the newsagent can be assured that you are keeping his stock fresh and up to date.

The larger newsagents will readily take our books. Introduce Marxist books, "History of the C.P.S.U.," as well as the excellent series of books in the Workers' Library.

Careful account should be taken of literature sold in this way, and a report submitted to your District Literature Organiser monthly, for discount to cover postage, etc.

(i) **Competitions.** Arouse the competitive spirit between Branches and amongst the groups. Challenges between factory groups, the publicising of the outstanding efforts of comrades (and you will find many) are valuable additions to a good political understanding of the importance of our literature. So, once again, keep accurate records of the group sales, so that you can check up on progress and stimulate comrades to further developments.

(j) **Orders for Books.** Most Branch Literature Secretaries still do not take sufficient books to show members and contacts. Area Literature Secretaries

will find it worth while selecting one book for special attention each week (e.g., "Socialist Sixth," "Serving My Time") and loaning one copy to each Literature Secretary on the express understanding that this is to be handed around to members and contacts for obtaining orders. The orders are then taken to the shop and the books supplied. This method has resulted in vastly increased sales.

9. LITERATURE AND RECRUITING

Literature sales provide one of the most important means for developing contact with sympathisers and recruiting new members into the Party. A detailed plan should be worked out for developing literature sales in relation to the recruiting campaign of the Party. In particular, sales must be built up in the most decisive places where it is planned to recruit new members.

There should be a regular check-up on the number of new members won through contact by literature sales.

Business efficiency will make all the difference to the smooth working of your literature arrangements.

10. FINANCE & ACCOUNTS

In the first place, it is important to keep records.

1. Keep all invoices and receipts in a spring folder, binder or clip.

2. Keep an analysis of the literature bought from the bookshop each month, so that you can compare progress. It is only when you have accurate figures that you can really plan further developments. Take a leaf from The Soviet Five Year Plan.

3. Keep records of the sales of the individual factory and area groups.

4. Keep a folder for the circulars and bulletins you get from the District Literature Commission.

5. In order to make your first purchases from the bookshop, the Branch Committee should advance a sum as a 'float' or loan for the Literature Secretary.

You should always endeavour to

work on a cash basis. Groups and comrades should pay you for all literature they take—and although they may find this a bit tough at first, they will soon get used to it. If they are selling what they buy they will soon get their money back.

If you work on this principle, your book-keeping will be quite simple.

It is essential that you have a cash book. You can purchase a simple one from any good stationer.

The first principle about all book-keeping is that every transaction should be entered somewhere. Secondly, when entering such transactions in the cash book, everything you receive is entered on the left-hand page, and everything you pay out is entered on the right-hand page. In on the left, out on the right. The cash book is for cash only, and no other entries should appear in it.

Now all you do is enter each item received or paid in the cash book. As an illustration, supposing that on January 1st you sell literature to "A" group (£2 10 0) and "B" group (£5); then these are entered in the cash book. Then you may pay out £6 to the bookshop for goods you buy on January 2nd, and this is entered also, but on the right hand page, of course.

Alongside is an illustration of how a typical cash book would appear.

At the end of the month you will want to know whether your cash in hand agrees with the books. So first add up the columns in the cash book, and find the difference between the cash columns on either side. This difference

(the balance of the left over the right) should be the amount of money you have in hand.

If this balance is correct, enter it in the cash book (see the example) and rule off the page. Keep your book neatly—it pays. Then bring the balance down to start off the next month.

You may also need a book for keeping accounts between yourself and the bookshop. This is not absolutely necessary if you are one of those branches which always pays cash, but if you are some distance from a shop and are allowed a week's credit it is advisable to keep this book. On the right-hand page you enter the amounts of the invoices you get from the shop; on the left hand side you enter the payments made to the bookshop. At the end of the month

CASH BOOK						
Date. 1942	Receipts.	Cash. £ s. d.	Date. 1942	Expenditure.	Cash. £ s. d.	
Jan. 1	"A" Group		Jan. 2	Bookshop—		
	sales ..	2 10 0		Invoice No. 69	6 0 0	
1	"B" Group		7	Bookshop—		
	sales ..	5 0 0		Invoice No. 78	1 0 0	
6	"C" Group		7	Donation to		
	sales ..	3 0 0		Party Branch		
6	"D" Group			Committee	1 0 0	
	sales ..	2 0 0	31	Cash in Hand		
				c/d. ..	4 10 0	
		£12 10 0			£12 10 0	

INVOICE				No. 4
Name: T. Smith. Group: Highstead.			Date.....	
90	World News and Views	2d.	15 0
100	Communism: An Outline for Every- one	3d.	1 5 0
1	Anti-Duhring	5/-	5 0
			Total:	2 5 0
			Brought forward	1 10 0
				3 15 0
			Returned Literature:	5 0
				3 10 0
			Paid:	2 10 0
			Carried forward:	£1 0 0
	Signature of Literature Secretary.			

when you have paid for everything both sides of this book should total the same.

Reverting to the cash book again. You may not have sold all your literature, of course. So, when you want to know what the Branch position is, you will have to work out the price of the literature still in stock (at cost price) and add this to the cash balance in hand—the combined total being the assets of the Branch literature fund. But don't enter the amount of stock in the cash book, of course—otherwise the book will never balance.

This method is very simple, but you should study these few remarks and make sure you understand them before you proceed. And make sure you enter all amounts correctly, otherwise the books will never balance.

Book-keeping proper is by no means as simple as the above; on the contrary a good book-keeper is a highly-skilled worker. But the above method should be enough for any Branch Literature Secretary. If you have any difficulty, then consult a Party member who is a clerk—it is a rule of good book-keeping always to ask questions rather than make mistakes.

For the distribution of literature to the groups and individuals for sale, the best system is to have an Invoice Book with carbon copy. All literature handed out, both cash and credit, should be entered. You enter number, name of publication, price and total amount, as shown in Page 10.

If there is anything owing from the previous week, this amount should be brought forward and added to the above. Then you should deduct from total amount of money paid in, plus amount of returned literature, if any. The Group Literature Secretary should then sign the top copy and receive the invoice. If it is a cash transaction all that is necessary will be for the Branch Literature Secretary to sign "Paid" and hand the invoice to the comrade concerned.

BOOKSHOPS

LONDON:

Central Books Ltd., 2-4 Parton Street, W.C.1.

Thames Bookshops Ltd., 45 Parkway, Camden Town, N.W.1.

The Bookshop, 2 Church Road, High Street, Acton.

Progressive Bookshop, 19 Whitechurch Lane, E.1.

The Bookshop, 91 Peckham High Street, S.E.15.

The Bookshop, 28 Mitcham Road, S.W.17.

The Bookshop, 83 Station Road, Hayes, Middx.

BIRMINGHAM:

Key Books, 42 Holloway Head.

BRADFORD:

People's Bookshop, 60 Thornton Rd.

BRIGHTON:

People's Books, 90 Trafalgar Street.

BRISTOL:

West of England People's Bookshop, 50 West Street.

CAMBRIDGE:

MacLaurin's Bookshop, Rose Crescent.

CARDIFF:

South Wales Bookshop, 119a Queens Street.

CHATHAM:

Progressive Books, 88 Luton Road.

CHELTENHAM:

People's Bookshop, 80 High Street.

COVENTRY:

The Bookshop, 39 Jordan Well.

EXETER:

People's Bookshop, 8 New Bridge St.

GLASGOW:

Collet's Bookshop, 1a Dundas Street.

GLoucester:

Left Bookshop, 124 Barton Street.

LEEDS:

Progressive Bookshop, 45 Woodhouse Lane.

LIVERPOOL:

Progress Bookshop, 18 Norton Street.

LUTON:

The Bookshop, 38 Castle Street.

MANCHESTER:

Collet's Bookshop, 13-15 Hanging Ditch.

NEWCASTLE-ON-TYNE:

People's Bookshop, Caxton House, Cross Street.

NORTHAMPTON:

Progressive Bookshop, 131 Wellingborough Road.

NOTTINGHAM:

189 Huntingdon Street.

OXFORD:

The Bookshop, 36 Hythe Bridge St.

READING:

People's Bookshop, 83 London Street.

SHEFFIELD:

Sheffield Bookshop, 85 Carver Street.

SWINDON:

People's Bookshop, 73d Commercial Road.

WORCESTER:

Modern Books, 29 Lowesmoor.

WREXHAM:

30 Temple Row.

If this principle of an Invoice Book and carbon copy is adopted, the Branch Literature Secretary will have a permanent record of all literature sales.

Sales Analysis. For this you need only a simple notebook (get one with card covers) in which you can rule a number of columns, so as to keep a record of the sales of all the

groups in the Branch. You ought to be able to report to the Branch Committee at the end of each month what supplies of "World News and Views," "Labour Monthly," "Labour Research," "Challenge," "Russia Today," Pamphlets—"Party," "Russia Today," etc.), Basic Libraries, Marxist Classics, etc., have been sold by you to the various groups.

Branch..... Month.....

MONTHLY REPORT ON BRANCH LITERATURE SALES

PERIODICALS

Titles

World News and Views
Challenge
Labour Monthly
Russia Today
Labour Research
.....

Total No. Sold

PAMPHLETS AND BOOKS

Titles

1.....
2.....
3.....
4.....
5.....
6.....
7.....
8.....

Total No. Sold

.....
.....
.....
.....
.....
.....
.....
.....

MARXIST LENINIST CLASSICS No. of volumes sold

BASIC SOCIALIST LIBRARY " " sets

Value at selling price of Literature sold during month £.....

COMMENTS

1. Any special successes:
2. Number of Labour Organisations supplied:
3. Any special difficulties:
4. Factory Gate Sales
5. Total Sales of each Group
6. Other Comments